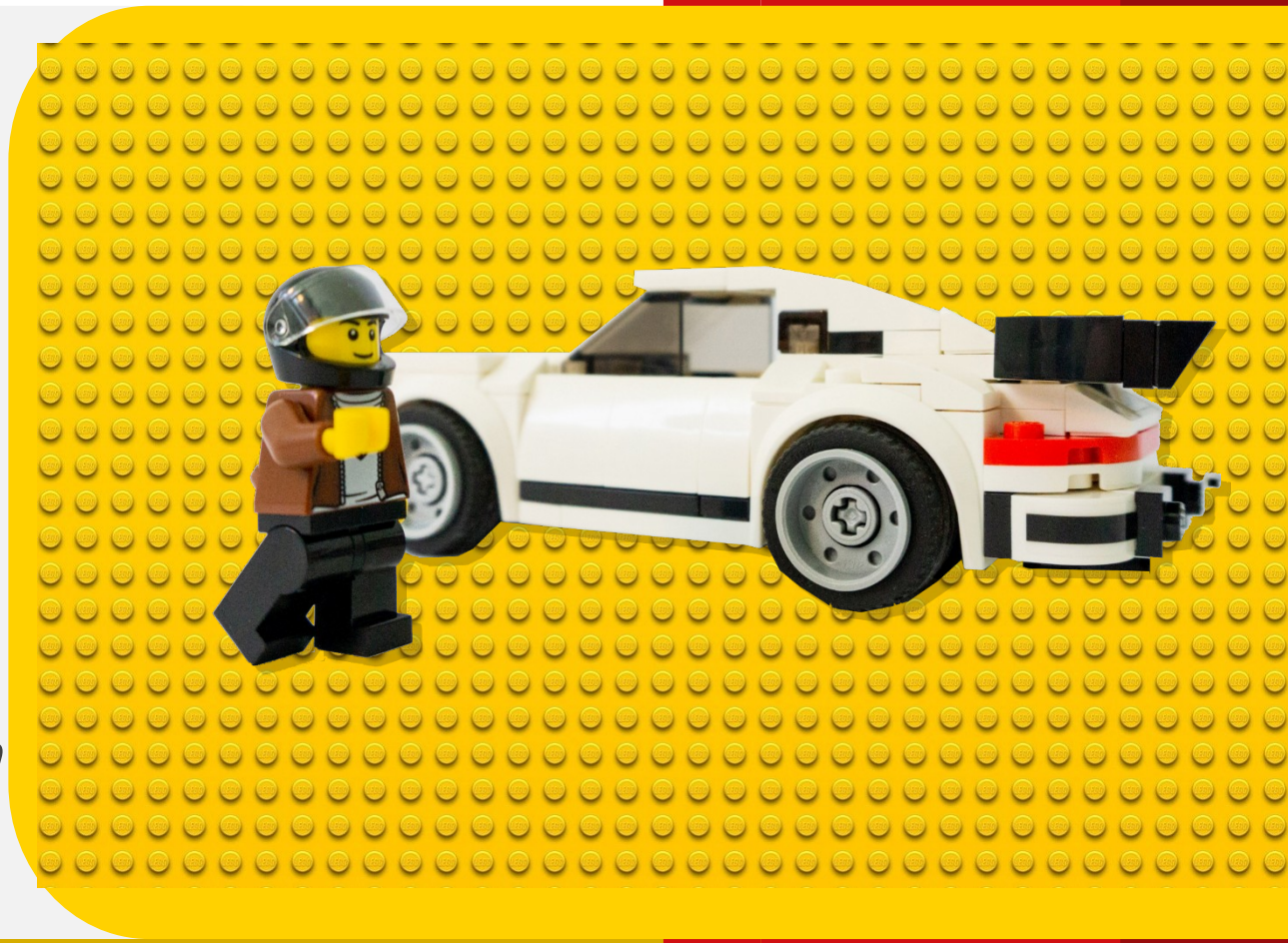
LEGO

LEGO®

24Slides

Title: The History of LEGO

Colorful, creative, and endlessly fun—LEGO has become one of the most beloved toys in the world. But did you know this global phenomenon started with a small workshop in Denmark nearly a century ago?



Origins:

In 1932, a carpenter named Ole Kirk Christiansen began making wooden toys in the town of Billund, Denmark. Times were tough during the Great Depression, but Ole’s philosophy was simple: ‘Only the best is good enough.’ In 1934, he named his company LEGO, from the Danish words *‘leg godt’*—meaning ‘play well.

1932: Ole Kirk Christiansen, a carpenter in Billund, Denmark, makes wooden toys

Company motto: *“Only the best is good enough.”*

1934: Company named LEGO, from Danish *“leg godt”* = “play well.”

Birth of the Brick:

After World War II, LEGO shifted from wood to plastic. In 1949, they created their first interlocking bricks. At first, they weren’t a big hit—but in 1958, Ole’s son, Godtfred, improved the design with tubes inside the bricks. This made them sturdier and compatible—just like the LEGO bricks we know today.

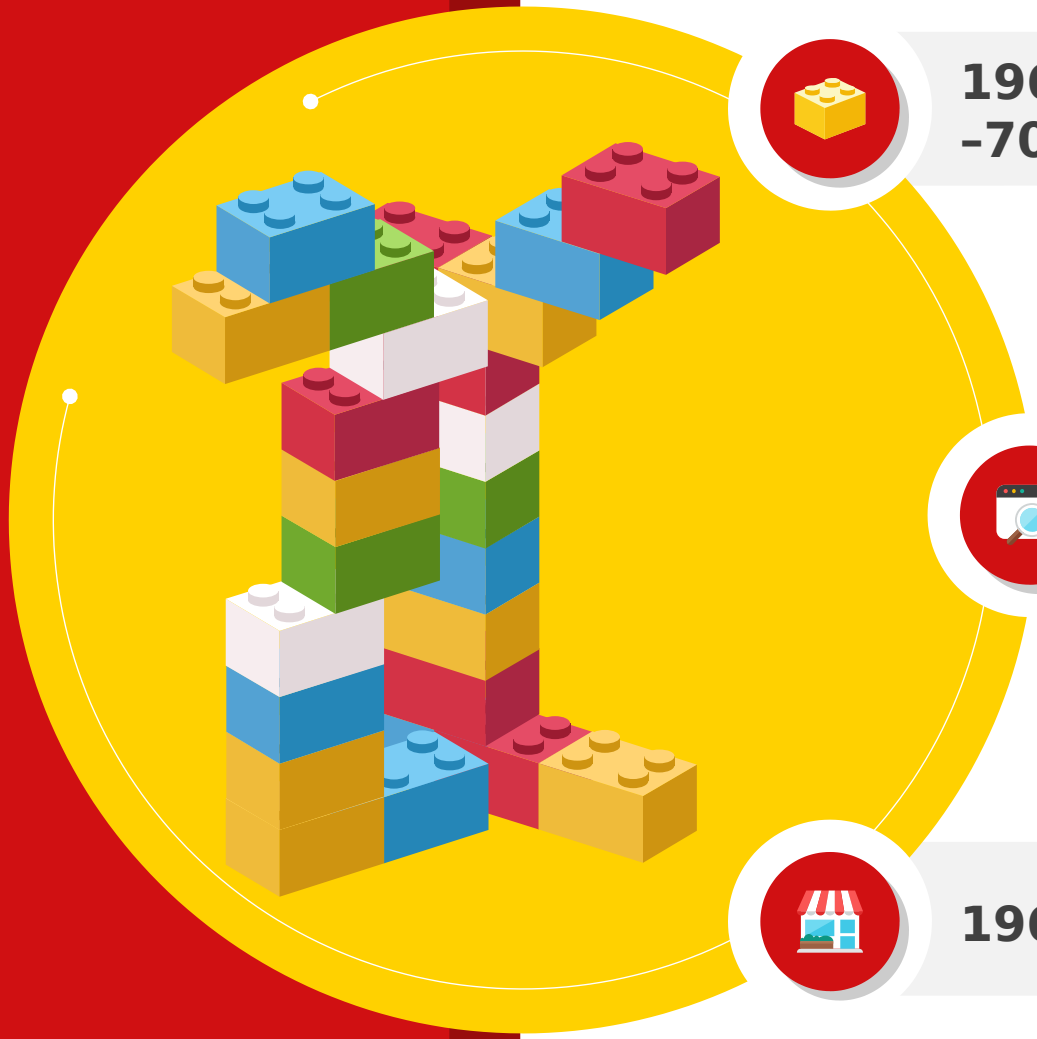
Post-WWII shift: Wooden toys → plastic toys.

1949: first interlocking bricks.

1958: Godtfred improves design with/ tubes → modern LEGO brick.

Global Growth

By the 1960s and 70s, LEGO sets were spreading worldwide. The company introduced wheels, allowing kids to build cars, trucks, and trains. Soon came themed sets, from castles to space adventures. In 1968, the first LEGOLAND theme park opened in Billund, turning LEGO into not just a toy, but an entire experience.

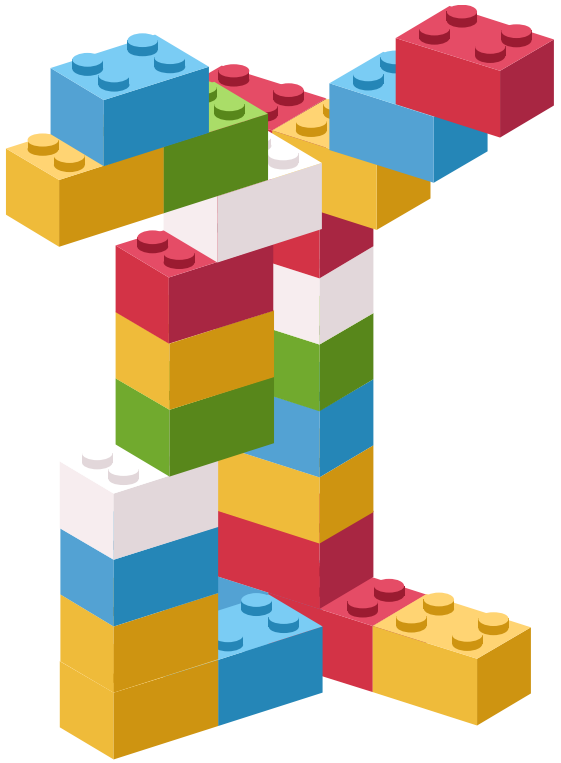


1960s –70s: LEGO expands worldwide.

Themed sets: castles, space, etc. Wheels added → vehicles possible.

1968: First LEGOLAND theme park opens in Denmark.

A Modern Icon



Today, LEGO is far more than just bricks. From movies and video games to robotics and education, LEGO inspires creativity in people of all ages. With over 400 billion LEGO pieces produced, chances are, there are more LEGO pieces on Earth th eople!

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Impact:

Over 400 billion LEGO bricks have been produced.

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Fun Fact:

More LEGO bricks than people on Earth.

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What began as a humble toy workshop has grown into the symbol of imagination and play. LEGO continues to prove that with a little creativity... anything is possible.

THANK YOU